FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00029664-B **Type of Permit:** FILMING **Release Date:** 07/22/2010

Production Company SERIAL PICTURES LLC

Insured Company Name SERIAL PICTURES LLC

Contact Phone No. 1 310-558-3667
Contact Phone No. 2
Fax
Address 3532 HAYDEN AVE
CULVER CITY, California 90232

Production Title VERIZON NFL

Type of Production Commercial - Standard

Producer Dawn Iacino

Director Sam Bayer

1st AD Paul Norman

Production Manager Sparky Pomeroy

FilmL.A. Coordinator Asia Robinson

Location Manager John Rizzi
Primary Phone Office - 310-558-6244
Secondary Phone Office - 310-729-3368

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$152.00
FILMLA FILM PERMIT RIDER FEE	$100.00
LA CITY FIRE SAFETY OFFICER	$128.00

Total Permit Fee $380.00

Number of Locations 1

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Summary Information — Location

Permit Number	F00029664-B	**Location Manager**	John Rizzi
Production Company	SERIAL PICTURES LLC	Primary Phone	Office - 310-558-6244
Insured Company	SERIAL PICTURES LLC	Secondary Phone	Office - 310-729-3368
Production Title	VERIZON NFL		

Location Address 4000 Monterey Rd, Los Angeles, CA, 90032

Location Name ERNEST E DEBS REGIONAL PARK

Location Type Park

Location Description ERNEST E DEBS REGIONAL PARK

Prep Dates 7/21/2010 - 7/21/2010 14:00 - 20:00

Film Dates 7/21/2010 - 7/21/2010 20:00 - 09:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Community Survey Obtained
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
Serial Pict CFO Diane Janeke823.pdf
Microsoft Word - Ernest Debs.pdf
Microsoft Word - Hermon Dog Park.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	70
Condors	1
Cranes	1
Cube Trucks	8
Generator	1
Honey Wagons	2
Motor Homes	2
Vans	4

Personnel on Location

Type	Quantity
Cast	15
Crew	65
LA City UFSO assigned	25754
Rec & Park Monitor required	2

Filming Activities Equipment on property; Exterior Dialogue; Exterior football scenes in forest and north end of parking lot. Snow & smoke FX. Crane on property. ; 200 snow candles. Campfire fire fx. ; Reservation # 30192;

Special Effects: F/X Permit # 14658

Type	No. Times Per Day	No. Takes Per Take
Fire Effects	1	1

Description of F/X Scene: 200 SNOW CANDLES & CAMPFIRE.

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 595 **Grid:** C4

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Coordinator Note RIDER B EXTENDS END TIME TO 0900 HRS, COLLECTS ADD'L PARK MONITOR FEES

Coordinator Note

TWO PARK MONITORS REQUIRED FOR PREP 1400-2000 HRS.

TWO PARK MONITORS REQUIRED FOR FILMING 2000-0900 HRS

Coordinator Note

UFSO REQUIRED 1400-0900 HRS FOR PREP & FILMING ACTIVITY

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : LA City Parking lot
Street : HERMON DOG PARK/ARROYO SECO DOG PARK

NOT A PERMIT

Permit #F00029664-B

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Serial Pictures LLC. ("Principal") a division of Anonymous Content and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 5/26/2010

Steve Gonn Serial Pictures
Name of Principal

By: _____
Representative's Signature

Diane Janicki
Print Representative's Name

CFO
Representative's title

3532 Hayden Ave
Culver City, 90230
Principal's Address

310. 558-6000
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Failure to comply with these conditions will be in violation of your film permit and may result in revocation of permit.

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- NO vehicles or heavy equipment allowed on turf unless OK by PFO.
- MUST remove all self-generated trash.
- Use of City dumpsters or trashcans is prohibited.
- MUST work around park activities. NO exclusive use of park.
- MAY NOT block service roads, driveways, or parking lot access.
- MAY NOT park in handicap or electric vehicle parking stalls.
- NO alterations to park property unless otherwise approved by PFO.
- Company must provide own gate or overnight security.
- NO staking or drilling into turf, rocks, trees, or asphalted areas.
- MUST use water barrels or sandbags for tent set-up.
- MUST provide own restroom facilities.
- MUST restore alterations or damages to original or better.
- Smoking is only allowed in designated areas specified by the Park Monitor or Fireman on-site.
- If a monitor or Fireman is not assigned, a designated location must be established by the Location Manager with cigarette disposal containers in place.
- The designated smoking area cannot be near any patron activity. No exceptions.
- The designated area may be revoked or not allowed at all depending on weather and location conditions.
- Failure to comply with these restrictions may result in a fine.
- MUST adhere to Monitors instructions at all times. Monitor's instructions or judgment may override written guidelines.

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- Must use plywood to protect turf and grass at monitor's discretion.
- Company must maintain safe path for walkers.
- May not cut any dead branches, dead or alive.
- Gate leading to pond area must be closed or monitored at all times.
- Must allow maintenance access thru all areas of the park, lower and upper pond areas.
- May not block access road leading up to pond at any time.
- Must allow maintenance vehicles and personnel up road to pond.
- OK to film in woodsy areas on either side of road leading up to pond.
- Must hand cart or carry all equipment into woodsy area. May not drive any vehicles at any time into the woodsy area.
- OK to cater in the grassy area with tents set up.

F-29664
Serial Pictures – Verizon NFL
(ERNEST E. DEBS)

NOT A PERMIT

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- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.

NOT A PERMIT

- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- OK to crew park at Hermon Park parking lot.
- Co. does not have exclusive use of lot.
- Company may not restrict or block access to parking lot at any time.

F-29664
Serial Pictures – Verizon NFL
(HERMON PARK – Arroyo Seco Dog Park)

NOT A PERMIT